

# CHRIS CHOI

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## SUMMARY

Dedicated, detail-oriented Senior Level Designer primarily focused on Web/Print with 10 years of experience, with responsibilities in Conceptual Design, Interface Design and leading a design staff. Goal oriented problem-solver with a vast skill set. Proven ability to set up a new department and taking the company to the next level. A conventional artist as well as a new media digital designer. Creative with strong design sense. A conceptual thinker with excellent interpersonal skills and the ability to lead.

## TECHNICAL SKILLS

Creative with strong design concepts. Excellent drawing skills. Proficient in Adobe CS Suite, QuarkXPress, After Effects, Form Z 3, Streamline 4, Fetch 3, Electric Image 5, HTML, Dreamweaver, Flash 5, Microsoft Office, Internet, Mac Hardware Networking, NT, Windows

## PROFESSIONAL EXPERIENCE

### **SWEETHOME DESIGNS, INC. A DESIGN AND LICENSING FIRM**

**2002-Present**

<http://www.sweethomedesign.com>

#### ***Director of Technology Solutions***

- Streamlined company's production process with Asia.
- Driven up productivity level, in turn shift the core business from sole design to vertical design/brand/manufacture house.
- Rendered projects in 3-D applications for presale purposes. Utilizing FormZ, Electric Image Renderer and Adobe Image Editing Suite. Increased sales volume by 2 million per year.
- Led design team in producing artwork for production. Clients include: JCPenny, Wal-Mart, K-Mart, TJ Maxx.
- Networked and troubleshoot all Mac platforms on premises.

### **PART MINER/FREE TRADE ZONE**

**2000-2002**

<http://www.partminer.com>

#### ***Senior Web Designer***

- Handled design and coding issues as well as all marketing materials.
- Designed and built new user interface for company's flagship web application, which generates \$1 million of transactions daily.
- Resolved coding compatibility issues of existing web applications resulting in a quicker, streamlined user experience.
- Worked closely with Java developers in incorporating JSP files into existing HTML files while maintaining browser compatibility.
- Conceptualized the Company's trade advertisement and followed through with the in-house marketing team in finalizing the project. Resulting in higher traffic and new customers.
- Conceptualized and designed the Company's Flash and HTML hybrid tutorial hands on.

**EXPRESSION ENGINES, INC.****1999-2000**<http://www.bigfootinteractive.com/>**Senior Web Designer**

- Designed and developed company's corporate site using various imaging tools for the purpose of promoting the company and raise funding.
- Led group of junior designers in the creation of hundreds of online banner ads for customers of company's flagship product Favemail.
- Conceptualized and created landing pages for high profile clients such as Nokia, Industry Scoop, and TD Waterhouse for the purpose of building their member base.
- Designed online advertising and banners as well as trade ads to promote the company both internally and externally.
- Project management, tightly collaborated with the executive producer on various projects to map out a project game plan. Delegated various tasks to in-house junior designers. Ensured project met projected deadlines and to the satisfaction of management.

**CAJ DESIGN, INC.****1996-1999****Director of Computer Graphics**

- Developed and conceptualized various projects ranging from furniture design to toy design at the direction of company president.
- Finalized execution of artwork in digital format, ranging from presentations to Pre-Press work.
- Received commendation from President on excellence of project completion.
- Rendered projects in 3-D applications for presale purposes. Utilizing FormZ, Electric Image Renderer and Adobe Image Editing Suite. Increased sales volume by 2 million per year.
- Led design team in producing presentation video production for GenCorp utilizing Director, Premiere and After Effects.
- Traveled on location to present and promote final artwork to prospective clients. Generated new business clientele. Clients included Trendmasters, Town & Country Living, and Concord Fabrics of America.
- Networked and troubleshoot all Mac platforms on premises.

**FREELANCE EXPERIENCE****1996-Present**

- Handled all aspects of design development as an independent contractor.
- Guided and advised clients through the step-by-step process of building a brand and gaining a web presence.
- Established a framework for a design department for Cwincom, as well as assuming the role of Art Director.
- Created Identities for various companies ranging from tech companies to performance groups.

**Client links:**[www.choichorfoo.com](http://www.choichorfoo.com)[www.vitruviangroup.net](http://www.vitruviangroup.net)<http://www.josephparis.com>**EDUCATION****FASHION INSTITUTE OF TECHNOLOGY, New York, NY***Associate's Degree, Associate***PRATT MANHATTAN, New York, NY***Professional, Continuing Studies on Web Design***SCHOOL OF VISUAL ARTS, New York, NY***Professional, Continuing Studies on Animation and Video***GUANGDONG ACADEMY OF FINE ARTS, Guangdong, China***Fine Art Major*